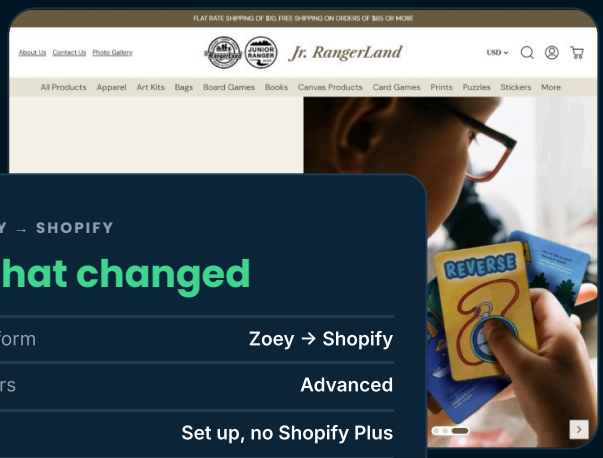
Web Ecommerce PROS | CASE STUDY

Jr. RangerLand United States

A children's educational brand moves to Shopify, redesigned with B2B + DTC in one store

Jr. RangerLand sells national-park themed games, puzzles and books for children. We moved its store from Zoey to Shopify, redesigned the whole website on a fully customized Horizon theme, added advanced filters and set up B2B and DTC under one store, without Shopify Plus.

- Migration + redesign
- Zoey to Shopify
- B2B setup



ZOEY → SHOPIFY

What changed

Platform	Zoey → Shopify
Filters	Advanced
B2B	Set up, no Shopify Plus
Website	Redesigned
Theme	Free Horizon, no premium

Zoey → Shopify
Platform move

Advanced filters
Brand, theme, type, Made in USA

No Shopify Plus
B2B set up without Shopify Plus

Free Horizon
Whole website redesigned. No premium theme used

B2B + DTC
Set up under one store

01

THE CLIENT

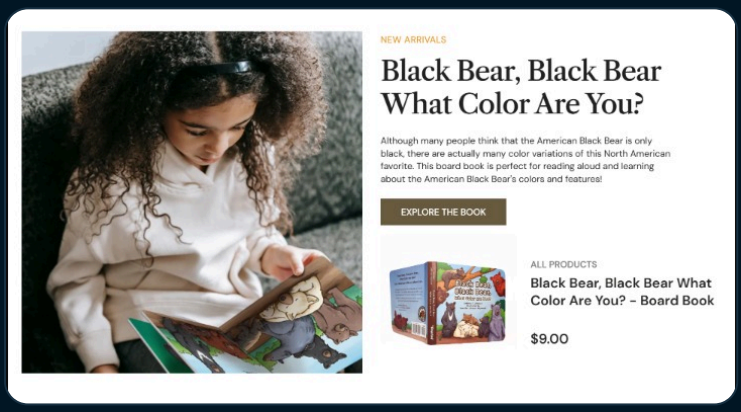
A family brand selling to both shoppers and wholesale buyers

Jr. RangerLand makes fun, educational products that help kids explore nature and national parks, from board and card games to puzzles, books, art kits and apparel. Many are made in the USA.

The brand began with a family trip to Great Smoky Mountains National Park in 2009. Today it sells to families and to wholesale buyers.

Board games · Card games · Puzzles · Books · Art kits · Apparel · Prints · Stickers

INDUSTRY	**BASED IN**
Children's educational products	United States
PLATFORM	**BUYERS**
Zoey to Shopify	Families and wholesale
SERVICES	**WEBSITE**
Migration, redesign, B2B setup	rangerland.com



The new homepage features a new arrival.

02

THE CHALLENGE

One brand, two kinds of buyers, one store

Five things shaped the project.

01 · Platform

A platform to move on from

The store ran on Zoey and had to move to Shopify with its products and collections intact.

02 · Design

A crowded homepage

The old homepage stacked product carousels, jokes and account links on one long page, so the brand story and best products were easy to miss. The design also had to meet modern standards and the brand's requirements.

03 · Browsing

Finding the right product

Games, puzzles, books, art kits and apparel needed advanced filters so families could narrow the range.

04 · B2B

B2B and DTC in one store

The brand sells to families and to wholesale buyers, who need their own accounts and catalog, all under one store. Many Zoey stores worry that moving B2B to Shopify means paying for Shopify Plus.

05 · Community

Showing real customers

Photos of families using the products needed a home on the store.

03

THE SOLUTION

A Shopify store built for families and wholesale buyers

One answer for each challenge.

PLATFORM

Zoey to Shopify, with products and collections moved

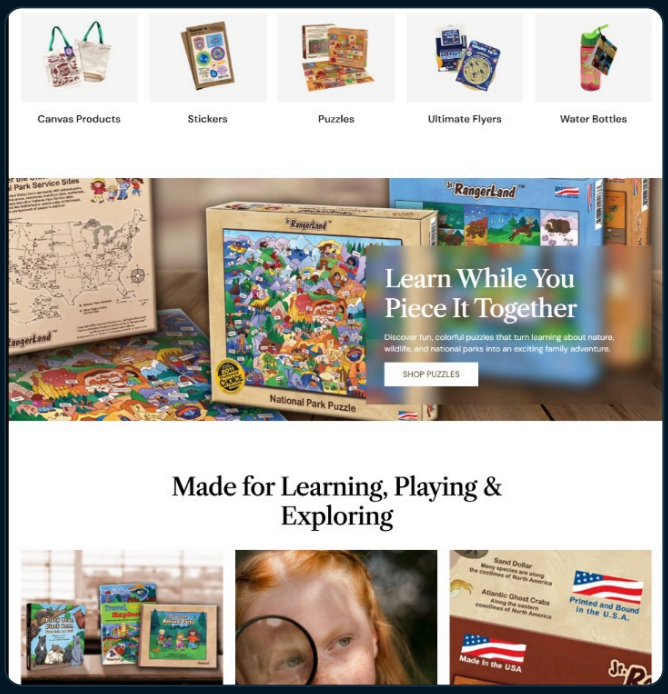
We migrated the products and collections to Shopify and built the new store on Shopify's free Horizon theme.



DESIGN

Shopify's free Horizon theme, fully customized

We fully customized the free Horizon theme to meet modern design standards and the brand's requirements, with no premium theme used, redesigning the whole website, including the home, collection and product pages. The homepage now leads with the brand message, then top favorites, a new arrival, collection tiles, a puzzle promo and a night-sky feature.



BROWSING

Advanced filtering on collection pages

Collections filter by brand, theme, product type and Made in USA, with grid and list views and sorting. The All Products collection lists 94 items.



B2B

B2B and DTC under one store, without Shopify Plus

We configured customer groups and companies, a wholesale catalog and markets without Shopify Plus, and added a Wholesale Account link to the account menu.

SET UP WITHOUT SHOPIFY PLUS

Customer groups | Companies | Catalog | Markets

FOR WHOLESALE BUYERS

Wholesale Account link | Account menu

GALLERY

A new photo gallery page

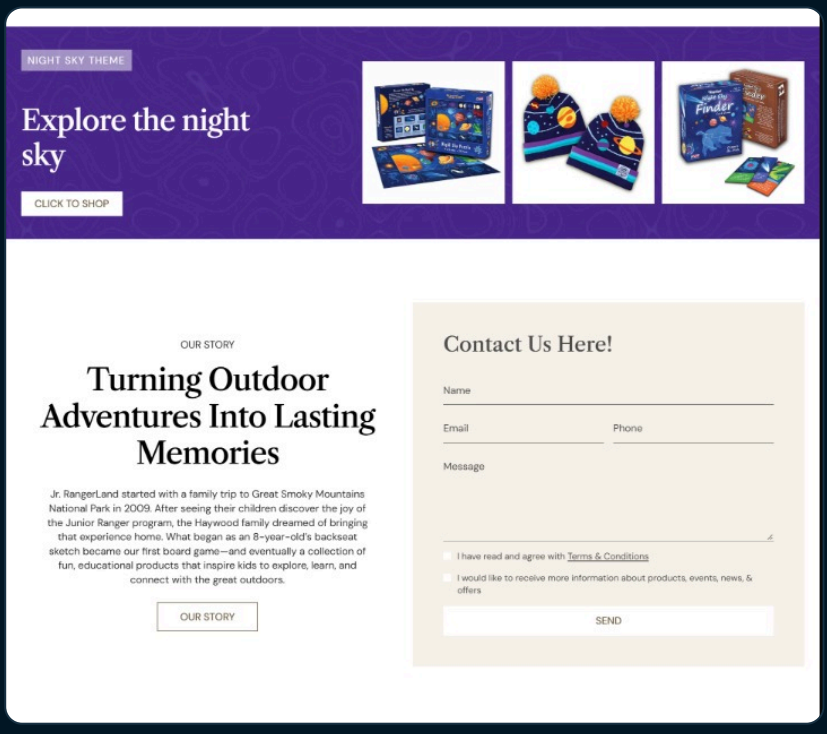
A new page shows customer photos in a grid, with a button to upload your own.



STORY

Brand story, contact and FAQ

The brand story, a contact form, four value cards and a short FAQ build trust on the homepage and across the store.



04

HOW WE DID IT

Move the catalog first, then build the buying tools

We moved the catalog first, then redesigned the website and built the filters, B2B and gallery on top of it, in this order.

1

STEP 1

Review the store

Map the Zoey products, collections and accounts, and how buyers shop.

DISCOVERY

2

STEP 2

Move the catalog

Products and collections move from Zoey to Shopify.

MIGRATION

3

STEP 3

Customize Horizon

Shopify's free Horizon theme fully customized to modern design standards and the brand, across the whole website.

DESIGN

4

STEP 4

Set up filters and B2B

Advanced collection filters, plus customer groups, companies, catalog and markets for B2B.

BUILD

5

STEP 5

Add the gallery

A new photo gallery page, then final checks and launch.

LAUNCH

05

THE RESULT

One store for families and wholesale buyers

The move gave Jr. RangerLand a redesigned website, advanced filtering, B2B and DTC under one store, and a place for customer stories.

Ready to sell

B2B and DTC in one store

Families shop the storefront, while wholesale buyers have accounts, a catalog and markets, all without Shopify Plus.

Easier browsing

Find products faster

Advanced filters, clear collections and a cleaner homepage make a wide range simpler to browse.

Real stories

Customers on the store

A photo gallery puts real families and their adventures in front of every visitor.

Want a store that sells to families and wholesale buyers?

Book a free call. We'll look at your current store and show you what we would move and build first.

Book a call:

calendly.com/webecommercepros-com

or call **888-711-2347**

Screenshots are from the live Jr. RangerLand store (rangerland.com). Every business is different, and past results don't guarantee future results.

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